

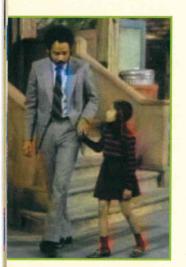
## Open SESAME



The first five years of Sesame Street led to a revolution in children's television. Never again would mindless cartoons ("chewing gum for the eyes," as the FCC chairman called them) be considered responsible programming for young children.

For the first time, serious educational content was fused into high-quality entertainment. Cifted composers Joe Raposo and Jeffrey Moss supplied the music, and the genius puppeteer Jim Henson gave the world the now-iconic Muppets. High-quality animation that taught letters and numbers and other preschool skills provided "commercial interruption." Children and their parents, grandparents, adults without children—just about everyone watched Sesame Street.

This collection—a trip down memory lane—makes it clear why the show became the gold standard for children's television, and why it remains so after 37 years on the air.



Joan Ganz Cooney Co-Founder and Chairman of the Executive Committee, Sesame Workshop July 2006

#### Gordon welcomes the world to Sesame Street.

On November 10, 1969, a young man strolled onto the set of an outdoor urban scene and proclaimed, "You've never seen a street like Sesame Street. Everything happens here. You're gonna love it!" That was Gordon, and those were the very first lines of a bold new experiment in children's television: Sesame Street.

From the opening scene, the signal was loud and clear: This show was going to be different. The fact

that it had an inner-city setting was striking; the fact that it had an interracial—make that interspecies—cast was groundbreaking.

The show was, and continues to be, multiethnic, multigenerational, and totally inclusive. The cast reflects the entire world for young children, providing them with the best possible role models. Whether it's a shared cultural trait, or a special ability, or a problem to overcome, or even an obsession with cookies, there's something everyone can identify with on *Sesame Street*.



"As a little girl, I watched an awful lot of television, and it was a big influence on my life. I saw this black-and-white world, and I used to wonder where I would fit in, in this world that didn't seem to see me. And I grew up to be sort of what I needed to see on television when I was a kid."

—Sonia Manzano ("Maria")

As for the Muppets, the original intent was to keep them separate from the human characters, as was typical in other children's shows at that time. But early research showed that having humans and Muppets coexist appealed to children and helped to hold their attention. Once the revolutionary decision was made to have everyone live together side-by-side, the first season was written. It revolved around four human characters: Gordon,

Susan, Bob, and Mr. Hooper. The Muppets were considered a supporting cast. Then the broadcasts began, the Muppets began to enchant all who watched, and it's safe to say that no one since has ever thought of them as "supporting" players.

I, on the other hand, am definitely appearing in a supporting role. Sigh.

Richard Nixon is inaugurated

- 37th U.S. president.Apollo 11 astronauts Neil Armstrong and Buzz Aldrin become the first
  - humans to walk on the moon.

    More than half a million people gather in Bethel, New York, for
  - a four-day, outdoor rock 'n' roll concert known as Woodstock. The Brady Bunch debuts on TV

From the first season in 1969, the cast, crew, Muppets, and writers had a strong sense that the creators of the show had embarked on something very special for children's television, and we all felt lucky to be a part of the exciting new adventure.

Our expectations were realized after the first season when Gordon, Susan, Mr. Hooper, and I toured several inner cities from Watts to Chicago to Jackson, Mississippi, and performed for thousands of preschoolers, all screaming for Big Bird and singing along with us without missing a beat or a word. It was like a Woodstock tour for the toddler set, and it was wonderful.

Bob McGrath ("Bob")

© Al Hirschfeld/
The Margo Felder
Galleries Ltd., N.Y.

What made the show so special from the very start? Part of its success was its newness, and the fact that it proved children's television could be both educational and entertaining. Part of its success was the humor—the silliness, really—aimed at both children and adults. Part of its success was its cast of furry, feathered, googly-eyed Muppets, with their irresistibly lovable childlike charm (yes, even Oscar!). Part of its success was the incredible music...the fertile imaginations of the writers...the first-rate animation...the engaging live-action films of real children...the celebrity guest stars... the long hours of research that went into every segment...the proven positive impact it had on children and their emotional and intellectual growth. Any one of these qualities would probably have ensured the show's popularity. All together, they were magic.



The Beatles break up.

· IBM introduces the floppy disk.

The median household income

is \$8.734.

Sesame Street wins its first Emmy





• The 26th amendment to the United States Constitution is passed, lowering the voting age from 21 to 18.

 "Bridge Over Troubled Water" by Simon and Garfunkel wins the Record, Album, and Song of the Year at the Grammy® Awards.

 Satchel Paige becomes the first Negro League player to be voted into the Baseball Hall of Fame.

Walt Disney World® opens in Florida.

Cheryl Henson, one of Jim Henson's five children and the president of the Jim Henson
Foundation, recalls the set and especially the puppet studio as always having "a sense of magic and freedom." Her father, she says, was inspired by and open to everything—the whole world around him. A big reason for the magic of the early days was the close relationship among all the collaborators, including Jim Henson, Producers David Connell and Jon Stone, and Writers and Songwriters Joe Raposo and Jeffrey Moss. "They really liked each other," says Henson. "They had a lot of talent; they let their egos go and just enjoyed

collaborating. And there was a real sense that

they knew and understood kids."





"Ah, ah, ah..." Jerry Nelson performing Count von Count

Puppeteer Caroll Spinney and "the Bird"

Producer and Head Writer Jon Stone on the set





## 1972

- Billie Jean King wins the women's Wimbledon title in tennis.
- The pioneer video game company, Atari, is founded.
- · Ms. Magazine debuts.
- The National Institute of Mental Health and the Surgeon General issue a report stating that exposure to violence on television fosters aggression in children.

The major and most important phenomenon is that no commercial show will ever be quite the same... I have a feeling that Joan Ganz Cooney [Executive Director, Children's Television Workshop] and David Connell [Vice President and Executive Producer] have opened a Pandora's box that will scare the hell out of everybody in TV because the TV-watching child will devour Sesame Street to the last crumb. And if that is true, some network is going to realize that intelligence is just conceivably commercial, which is so revolutionary, it might just be un-American.



Revolutionary, indeed! Chuck Jones Animation Director, Producer 1969 Letter to Cecil Smith, Los Angeles Times television critic

During the first years of *Sesame Street*, the creators called the show "an experiment." It was continually fine-tuned and updated to reflect the changing audience, the changing world, and the most cutting-edge educational theories and practices. All along the way, the show was tested with children to ensure that the curriculum was perfectly pitched to the target audience of preschoolers. From the beginning, the show was dedicated to teaching children in as many ways as possible. It was heralded a "success," a "breakthrough," a "major TV achievement," and a "bold and constructive

venture" within weeks of its premiere. Most impactful, however, were its results. In January, 1970, not even three months after the show's debut, the *New York Times* reported that preliminary tests indicated that children from poor homes who regularly viewed *Sesame Street* were making more than twice the educational gains than children who did not watch.



- A peace agreement is signed, ending the Vietnam War.
- Secretariat wins horse racing's Triple Crown.
- Some of the television season's popular sitcoms include All in the Family. The Odd Couple, The Mary Tyler Moore Show, and The Carol Burnett Show.
- The World Trade Center opens in New York City.



This grand "experiment" and all of the careful research surrounding it continue to this day, almost forty years after Gordon welcomed the first Sesame Street generation to a new and unique, yet simultaneously familiar place, where "everything happens." Sesame Street has certainly passed the test of time. It continues to work towards providing future generations of children with the same quality of educational entertainment as their parents and even their grandparents benefited from and enjoyed.

"Only time will tell how Sesame Street does over the long haul; the value of novelty can subside."

-New York Times November 23, 1969

But before jumping ahead, sit back and embrace the past.

Enjoy this slice of the first five seasons...relive memorable childhood moments with Big Bird, Kermit, Bob, and Mr. Hooper. And then stick around to see what comes next. And, oh, before you go: In the world of *Sesame Street*, you haven't really lived until you've been insulted by Oscar the Grouch. So, here you are:



Well, what are you waiting for? Get lost! Scram! (And turn the page!)



 Richard Nixon resigns and is pardoned by Gerald Ford, who becomes the first man to assume the presidency without ever being elected either president or vice president.

· Oakland wins its third straight World Series.

 Ed Sullivan, Duke Ellington, and Charles Lindbergh die.

· A first-class stamp is 10 cents.



Watching Sesame Street as a child, it might not have occurred to you that the adults rattling off the alphabet and singing along with Big Bird and Oscar were also famous. Celebrity appearances were really for the "grown-ups" watching the show along with their kids. Talent coordinators for Sesame Street have always said that they have the easiest job in the world because celebrities are always knocking down the door, begging to be given a chance to be on the Street. In the first five years, some of the most popular stars and the most significant people of the time appeared on Sesame Street.

Singer and actress **Lena Horne** was one of the first black female performers to be successful with both black and white audiences. She was in the prime of her career when she agreed to appear on the show. Joe Raposo, who wrote many of *Sesame Street*'s classic songs, liked her so much that he wrote "How Do You Do?" specifically for her to perform.

Bill Cosby had established himself as a regular on The Ed Sullivan Show. He filmed his pieces for Sesame Street in a rush during the summer. A studio had to be re-opened just to accommodate him. The producers were very flexible and encouraged him to work on his own ideas. He said he "tried to turn [himself] into a two-or three-year-old" in order to create material children would understand. After appearing on Sesame Street, Cosby became a regular cast member on Children's Television Workshop's next venture, The Electric Company.

Carol Burnett appeared on the very first episode. She was filmed in California because of her commitment to The Carol Burnett Show.

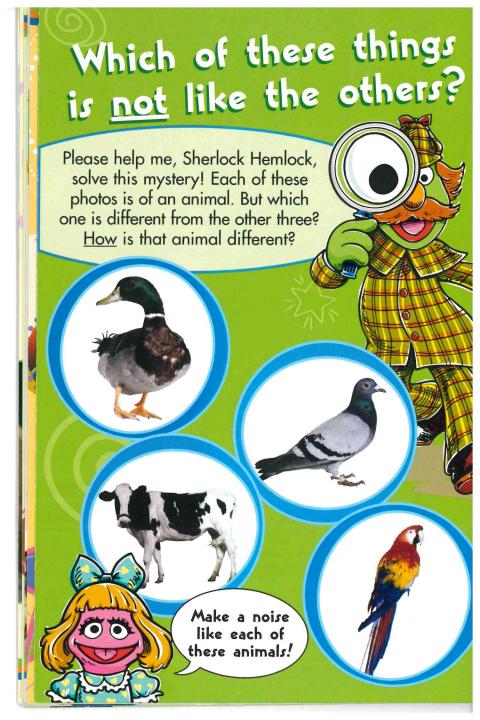


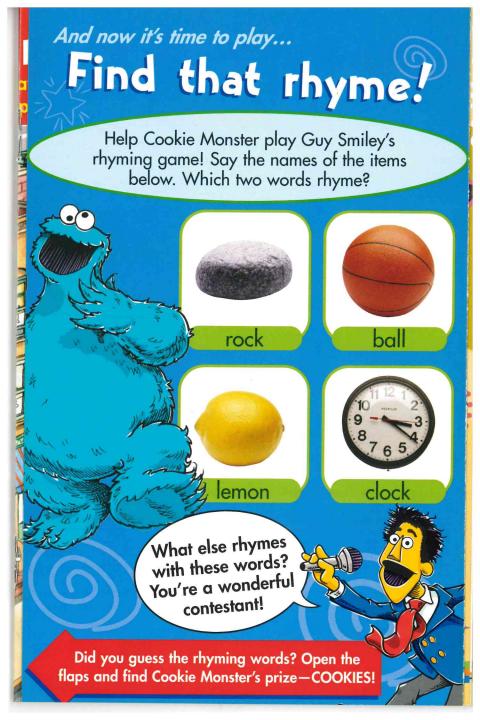
#### **A Note To Parents**

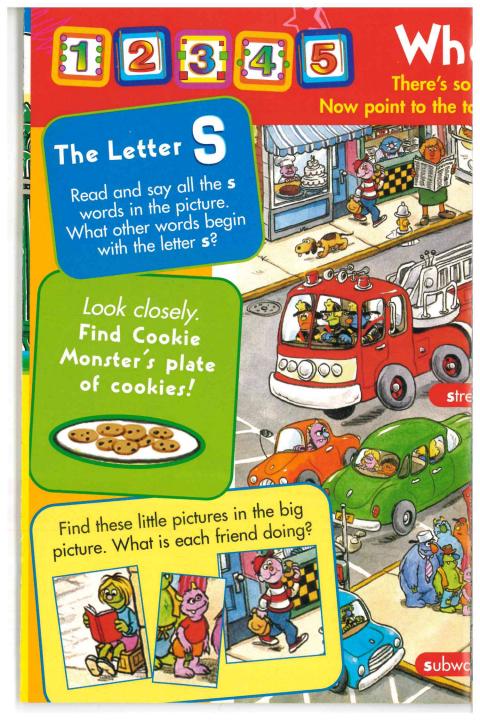
When Sesame Street first aired in 1969, its core mission was to address the critical educational needs of preschoolers. More than 35 years later, Sesame Street remains the only preschool television series based on a comprehensive school readiness curriculum that addresses all aspects of a child's development.

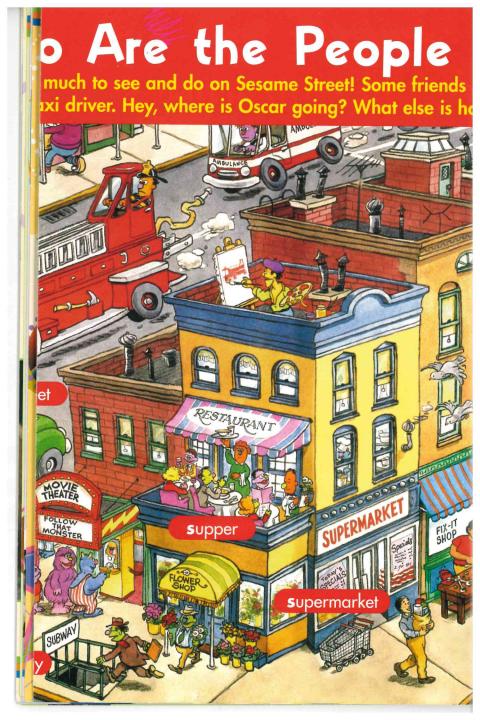
As you watch this DVD and reflect on how you were influenced by Sesame Street as a child, I encourage you to watch today's broadcast of Sesame Street with your own preschool child. Watching together enhances the educational impact of the show because it allows you to talk to each other about the show, and it also enables you to more effectively extend the learning after viewing. These child-tocused activity pages highlight essential school readiness lessons, such as classification, rhyming, letters, shapes, numbers, and labeling body parts. We hope that in doing these activities and watching today's show together, you and your child will benefit from "together time," which has always been a hallmark of Sesame Street.

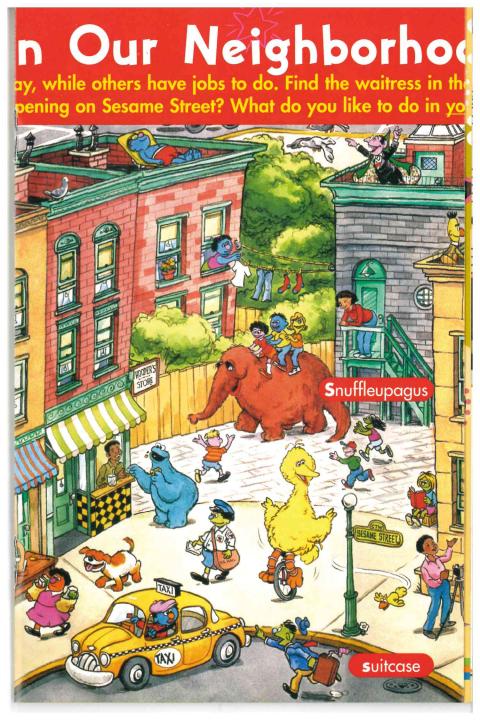
Rosemarie T. Truglio, Ph.D. Vice President of Education and Research, Sesame Workshop

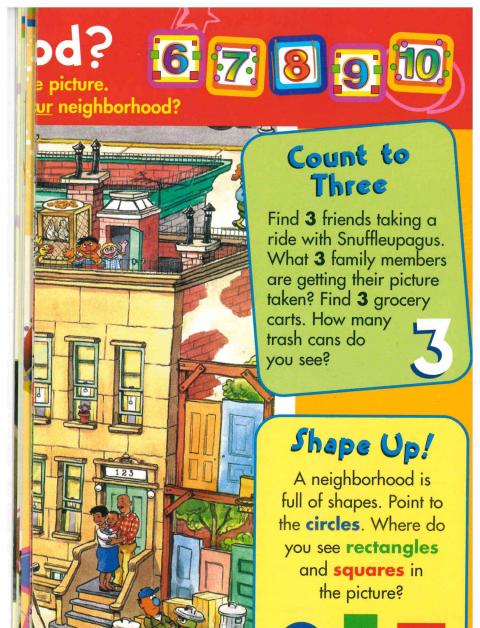












**s**idewalk

## Face it!



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Arte Johnson was a regular on the hit show Laugh-In. He appeared on Sesame Street in a spoof of his smoking German soldier character, whose trademark phrase was "V-e-r-r-r-y interesting."



Performing amidst fuzzy puppets, singing actors, and real kids on the Sesame Street set has flustered many experienced and talented performers over the years. Music Producer Danny Epstein recalls musician and singer Lou Rawls' first appearance in 1969: "I offered him a cue card. 'A cue card for the alphabet?' Rawls asked. But soon he was calling for the card because it took him three takes to remember the letter G!"

Entertainers weren't the only big names to visit the Street. Important cultural figures also stopped by....

Jackie Robinson
recited the alphabet
on Sesame Street.
Robinson is best known
for his baseball career,
becoming the first black
player to play for a major league team. In
1950, he also began a television and film
career, starring in The Jackie Robinson
Story as himself.

Jesse Jackson was the picture of the 70s, with mutton chops, an Afro, and a large gold medallion around his neck. On Sesame Street, children of every color, size, and age filled the set around him. Jackson led them in reciting his original—controversial—free-verse poem "I Am Somebody." Only 30 at the time, he had worked with Martin Luther King, Jr., and was already stirring up the establishment with his political activism.

James Earl Jones was the first celebrity guest to appear on the show. His segment was used in the original test shows that were shown to children before the rest of the episodes aired.

# Just Sing!

Think of *Sesame Street*, and you'll probably start humming. Thousands of songs have been performed on the show, and when there's not a song, there's sure to be some catchy background music. Music is—well, forgive the pun—an *instrumental* reason for *Sesame Street*'s success.

Sesame Street music comes in all styles. There's pop, jazz, rock, blues, hip-hop, electronic, and more. The music represents every segment of the music world, from country to opera; it comes from every continent; and it's delivered by star singers, virtuoso musicians, furry or feathery Muppets, and hand-clapping, finger-

snapping children.

Some songs have been around from the very beginning of Sesame Street. The "Sunny Day" theme that ushered in the very first show still introduces each show today. Some favorite songs have been recorded over and over. During the first season, popular songs were needed to help fill out 130 episodes of the show. By Season 2, the brilliance of the *Sesame Street* creators was in full flower. Many of the most-loved songs to come out of the show were written and recorded during the first five years, including gems such as "Sing," "I Love Trash," "Rubber Duckie," and "One of These Things." Maybe you ran for your own milk and cookies as a certain blue monster sang "C Is for Cookie," or perhaps you skipped around your living room "Doin' the Pigeon." Did you hum and sing along as you learned about the "People in Your Neighborhood?" Which songs were your favorites?

Many, many "sunny days" later, *Sesame*Street songs continue to entertain and delight the ear. After almost forty years, there's every reason to expect decades more of musical enjoyment.

Before Bob McGrath appeared on Sesame Street, he sang with The Mitch Miller Variety Show and then became a pop star in Japan. "Bobu" had a big teenage following and plenty of hit singles. He's still recording CDs and performing live music shows today.



Jeffrey Moss wrote the song

"Nasty Dan" specifically for Johnny

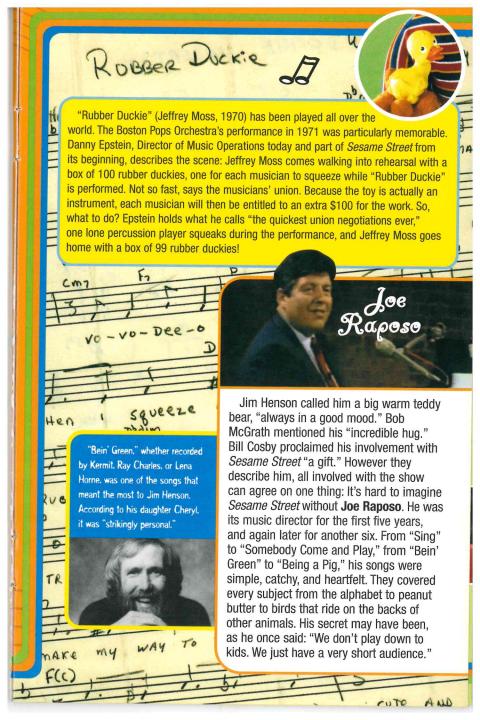
Cash to sing with Oscar. The country

trip to Sesame Street for his birthday.

According to Producer Dulcy Singer.

cast and crew paid tribute to the star

on the day Cash taped, the entire



now well do you know your numbers?

- 665 shows were filmed in the first five seasons!
- · Sesame Street won 6 Emmys® in the first five years.
- The first episode aired on more than 170 stations.
- · The budget for the first year was \$8 million.
- The Muppets go through about 219 pairs of eyes and 180 noses per season.
- There are 4,000 dyed turkey feathers on Big Bird's costume.
- The Monster at the End of This Book by Head Writer Jon Stone was one of the first Sesame Street books published, in 1971. It has sold well over a million copies and has never gone out of print.

## then NOW

It's been over thirty-five years since monsters, Muppets, and humans first strolled down Sesame Street. Amazingly, many things are still the same. Cookie Monster still gobbles down cookies (as well as some healthier alternatives). Emie still keeps Bert awake at night. Oscar is as grouchy as ever. But other things

have changed ....

Gordon has been played by three different actors. The first Gordon, 1969-1971, was Matt Robinson, primarily a writer who was recruited when the show was still Gordon-less as shooting began for Season 1. Hal Miller took over in 1971; Roscoe Orman settled into the role in 1973 and has played Gordon ever since.

Originally, Big Bird was seen as a big goofy adult, always banging his head on things. Caroll Spinney, who has played "the Bird" (and Oscar) from the start, decided he'd work better as a kid of about six years old. Big Bird's looks have changed, too, from pointy-headed to the somewhat softer Big Bird we know and love today.



Oscar the Grouch was originally conceived as a purple Muppet. By the time the first show aired, he was orange. When Season 2 began, he had taken on his now-familiar shade of green. The explanation for the color change? The unhealthy air in Swamp Mushy Mushy, where he had spent his vacation!



### fun fact

- Many of Sesame Street's talented early collaborators had first honed their craft on the children's television show Captain Kangaroo. Executive Producer Dave Connell, Writer Jon Stone, Producer Sam Gibbon, and Writer and Songwriter Jeffrey Moss had all crewed with the Captain.
- In the popular show segment featuring a baker who sings just before he consistently drops the cakes he is counting, the voice of the baker is that of Jim Henson. (The actor is not Jim Henson.)



In 1973, Sesame Street was denounced by the Soviet Union as imperialistic. Decades later, in 1996, Ulitsa Sezam, the Russian version of Sesame Street, launched to great success.

id you know

At the start of Season 2, Caroll Spinney considered accepting a more lucrative job offer in Boston. Luckily, he was talked out of leaving the show—and weeks later, Big Bird made the cover of *Time* magazine. In 2006, Spinney was honored with a Lifetime Achievement Award at the Daytime Emmy®

Awards, an honor he calls "one of the highlights of my career."

tesy TIME Magazine

Loretta Long
(Susan), one of the
original Sesame Street
cast members, auditioned
for the show by
singing "I'm a Little
Tea Pot."

Emilio Delgado
(Luis) was the first
human addition to the
regular cast, arriving in
1971. He has also appeared
on a number of TV series,
such as Hawaii Five-O,
Lou Grant, and
Law & Order.



#### Season 1 Episode 1

Originally aired November 10, 1969

Oldies but goodies: Animals Wash Off with Bert and Ernie; Henson #3; Meeting Oscar; Gordon Dresses Anything Muppets; Jazz #2; Wanda the Witch; Kermit with Walking W; Picture-Hanging Buddies; Beginnings



#### **Bonus Trash!**

Season 1: Bein' Green; Rubber Duckie; Counting with James Earl Jones; ABC-DEF-GHI; I Love Trash; Alphabet with Jackie Robinson; Batman Crosses the Street; Swinging Baboon; Big Bird Meets Little Bird; Alphabet with Lou Rawls; I've Got Two; Alphabet Soup; Original Sales Pitch: The Itty-Bitty Nitty-Gritty Kiddie Show; Season 1 Credit Crawl



#### Season 2 Episode 131

Originally aired November 9, 1970

Check out these memories: Henson Dollhouse; Everybody Makes Mistakes; Alphabet with Bill Cosby; Exit Animation; Noisy Bedroom with Bert and Ernie; Carol Burnett's Nose; What's My Part? with Guy Smiley; Whistle a Happy Tune; The Case of the Missing Sandwich

The dollhouse featured in the live-action dollhouse segment was built by Jim Henson for his two daughters.

#### Season 3 Episode 276

Originally aired November 8, 1971

Do you remember: Welcome to Sesame Street; Oscar's Traveling Can; Grover's Restaurant; Big Bird Meets Snuffleupagus; Great Cookie Thief; Sorting Song; People in Your Neighborhood; Short and Long Ladders; Ernie Counts Sheep

#### Extra Cookies!

Season 2: King of Eight; Over, Under, Around and Through; Superman; Astronaut Drawing; Counting with Listen My Brother; I Love Being a Pig; Season 2 Credit Crawl Season 3: C Is for Cookie; Ladybug Picnic; Martians Telephone; Amazing Mumford Magic Trick; Alligator King; J Friends; A Special Day with Bert and Ernie; "I Am

Somebody" with Jesse Jackson; Would You Like to Buy an 'O'; Harvey Kneeslapper with Mirror; Breathing Song with Animals; I in the Sky; My Favorite Letter P; My Martian Beauty; Mad Painter: Season 3 Credit Crawl



Season 4 Episode 406
Originally aired November 27, 1972

Flash back with these highlights: Sesame Street Alphabet; Alphabet with Ernie and Cookie Monster; Simon's Song; Job Interview; Count Counts Ernie's Blocks; Heavy and Light with Grover; Here Is Your Life, Oak Tree; Enter and Exit; Grover's Restaurant



#### Season 5 Episode 536

Originally aired November 19, 1973

Classic moments: Fat Cat; Kermit and Joey Do the Alphabet; At the Movies; Bird on Me; How Do You Do?; Chin-ups with Grover; Beat the Time; Handclapping Number; Doin' the Pigeon

**More Paper Clips!** 

Season 4: Kermit's News with Rapunzel; Bread, Milk, and Butter; Lost Paper Clips with Bert and Jon-Jon; Witches Cooperate; Song of the Count; Bert's Bust; First and Last with Beetle Bailey; Season 4 Credit Crawl

**Season 5:** At the Movies with Bert and Ernie; Nasty Dan with Johnny Cash; Prairie Dawn's School Pageant; Twiddlebugs Go to the Zoo; Jazz Alphabet; Hamburger Bun Factory; Madrigal Alphabet; 3 Wishes with Bob and Cookie; Telephone Booth with Super Grover; Season 5 Credit Crawl



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EMILIO DELGADO
WILL LEE
LORETTA LONG
SONIA MANZANO
BOB McGRATH
HAROLD MILLER
MATT ROBINSON

and

LARRY BLOCK
JAMES CATUSI
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JADA ROWLAND

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JEFFREY MOSS
Sesame Street Theme Song Music
JOE RAPOSO

Lyrics BRUCE HART JOE RAPOSO JON STONE

**Caroll Spinney** 

**Emily Squires** 

Special thanks and appreciation to the following individuals, who contributed insightful and helpful information for the liner notes: Joan Ganz Cooney Bill Cosby Danny Epstein Cheryl Henson Eric Jacobson Linda Jones Craig Kausen Bob McGrath Dulcy Singer

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